

2020 Census Integrated Communications Campaign Recap

DISCUSSANT COMMENTS

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Consider that the 2020 Integrated Communications Campaign base plan (v2.0) included....

- ☐ Over 1,000+ creative assets
- ☐ Addressing myriad mindsets and audience segments
- ☐ Nearly all media types
- ☐ Across 13 languages
- ☐ Delivered in multiple phases
- ☐ In an election year

One can appreciate the tremendous challenge faced by the Census Bureau and its partners in 2020

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“If you want to make God laugh, tell him about your plans.”

-Woody Allen

- ☐ Global Covid-19 Pandemic
- ☐ Federal Government activities and decisions
- ☐ Nationwide protests
- ☐ Media Landscape upheaval
- ☐ Over 3,500+ creative assets
- ☐ Added 34 languages for a total of 47 languages
- ☐ Pauses and Prolongation of Phases

Achieving a national self response rate of 67% deserves special recognition and celebration.

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Field Recruitment

Digital ads delivered over 283.2 million impressions.

Digital impressions resulted in over 5.1 million clicks to the website and 1.6 million clicks to apply.

1.8% Click Through Rate (CTR) vs 0.59% for Employment Services on Google Display Network (2018 data)

What was the goal for CTR? Historical or relevant industry benchmark?

How are conversions defined? Click to apply? Completing an application?

What role did the ICP play in responding and addressing the challenges posed by Covid-19 on the enumerator workforce?

Pause in Non-Response Follow Up

Workforce Attrition

Extended Recruitment

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Creative Development & Production

Plan 2.0 included a robust quantitative and qualitative qualification process for messaging and creative assets informed by CBAMS insights and learnings.

How did the CB approach the necessary changes to existing creative assets (removing visuals of large crowds, classroom settings) to respond to the Covid reality? Did this have an impact on creative performance?

How did Covid-19 restrictions affect production of new assets?

How were new (+34) in-language creative assets developed and qualified compared to the original 13 language set?

Did creative across 47 languages perform well and do what was expected?

Media Planning and Buying

How did the cancellation/postponement of large audience media events like Sports, Award Shows affect the media plan?

How did increased competition from brand and other advertisers in the Covid media landscape (daytime viewing, increased news) affect the plan and execution against goals?

What was the net effect on the media budget due to unavoidable loss of planned media placements and incremental for campaign extension?

How did this compare to the original stated goals for reach/frequency and other measures for the different audience segments?

What was the relative performance and contribution between Paid Media and Earned & Owned Media?

Will Market Mix Modeling be conducted to identify impact and ROI for different advertising channels?

2020census.gov Website

Paid = 51+ Million visits Earned = 37 Million website visits // 58% Paid 42% Earned
65% of Web Traffic came from Mobile devices

What balance between Paid vs Earned was expected? What can be learned from the actual result?

As mobile represented the majority of Web traffic, what are the implications moving forward?

With over 110+ custom landing pages developed; how did they perform? What specifically (image, language, message) drove the success?

Trust and Safety

1,315 Reports to rumors@census.gov , 949 instances reported to Social Media Platforms

Has an analysis been conducted to identify themes across the instances? What are the major and salient themes?

To what extent did Federal Government Activities and Decisions generate mis-disinformation?

Additional Questions

What was the feedback from Partners with regards to the materials developed to support Partnership Programs? What pieces were most useful, least useful?

What are the lessons learned from the winning Digital ads through the optimization process? What ad components drove higher ISR starts?

How do you explain the success of the Regional Pushes on the response rate across geographies and audience groups?

How was the extended campaign funded?

What is the assessment of the effectiveness of communication across 47 languages? Now that it has been proven what is the POV on making this part of the base plan moving forward?